

Appl. No. 09/560,836
Reply to Office of 07/01/2005

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-73 (CANCELED)

74. (NEW) A method of distributing targeted content to a user, said user having offline content containing a partial message from at least one of a plurality of content providers, said method comprising the steps of:

defining a database at a first location; said database comprising updateable real-time, event-driven messages provided by said at least one of said plurality of content providers;

said user:

registering at said first location to generate a profile of user information; accessing, via a network, at least one second location associated with at least one of said plurality of content providers;

querying said database to retrieve at least one of said real-time messages related to said partial message and said user profile information;

supplying, via said network, said user with said at least one of said real-time messages to supplement said partial message to customize said offline content message to said user;

compensating, via said first location, said user in connection with said supplied message; and

said user redeeming said compensation for authorized goods and services.

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75. (NEW) The method as in claim 74, wherein said first and at least one second locations are website locations on said network.
76. (NEW) The method as in claim 74, wherein said at least one of said plurality of content providers includes an advertiser or an affiliate of said advertiser.
77. (NEW) The method as in claim 74, wherein said offline content includes newspapers, magazines, newsletters, billboards, radio, television, or other audio/video/textual/graphical pre-generated media.
78. (NEW) The method as in claim 74, wherein said processor is further adapted to: maintain an account for said user for receiving and managing said awarded compensation.
79. (NEW) The method as in claim 74, wherein said compensation is redeemable rewards or points.
80. (NEW) The method as in claim 74, wherein said authorized goods include additional content.
81. (NEW) A system for distributing promotional messages to a user having offline content containing partial information from at least one of a plurality of content providers, said system comprising:
- a first location for receiving user information;
 - at least one second location associated with said at least one of said plurality of content providers;
 - a user device for accessing said first location to provide said user information;
 - a database comprising updateable real-time, event-driven content messages received from said at least one of a plurality of content providers;

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a processor coupled to said user device, database and said first and second locations; said processor adapted, in response to said user accessing said second location, to:

query said database to retrieve at least one of said real-time messages related to said partially complete information and said user information;

supply said user with said real-time content message to supplement said partial information to customize said offline content message to said user;

compensate said user in connection with said supplied message; and;

facilitate said user in redeeming said awarded compensation for authorized goods and services.

82. (NEW) The system as in claim 81, wherein said first and second location are website locations on a network.
83. (NEW) The system as in claim 81, wherein said at least one of said plurality of content providers is an advertiser.
84. (NEW) The system as in claim 81, wherein said offline content includes newspapers, magazines, newsletters, billboards, radio, television, or other audio/video/textual/graphical pre-generated media.
85. (NEW) The system as in claim 81, wherein said processor is further adapted to: maintain an account for said user for receiving and managing said awarded compensation.
86. (NEW) The system as in claim 81, wherein said awarded compensation is redeemable rewards or points.
87. (NEW) The system as in claim 81, wherein said at least one of said plurality of content providers communicates with said processor to provide said updateable messages for storage in said database and to further award said user with a promotional compensation.

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88. (NEW) The system as in claim 81, wherein said authorized goods include additional content.
89. (NEW) A system for distributing promotional messages to a user having offline content containing partial information from at least one of a plurality of content providers, said system comprising:
- a first location for receiving user information;
 - at least one second location associated with said at least one of said plurality of content providers;
 - a user device for enabling said user to access said first location to provide said user information; said user device being adapted to execute an application program having a selectable print action;
 - a database comprising updateable, real-time, event-driven messages received from said at least one of said plurality of content providers;
 - a processor coupled to said user device, database and said first and second locations; wherein, in response to said user accessing said at least one second locations and selecting said print action, said being processor being adapted to:
 - query said database to retrieve at least one of said real-time messages related to said partially complete information and said user information;
 - supply said user with said at least one of said real-time messages to supplement said partial information to customize said offline content to said user;
 - compensate said user in connection with said supplied message; and;

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facilitate said user in redeeming said awarded compensation for authorized goods and services.

90. (NEW) The system as in claim 89, wherein said user device includes a printing medium; wherein, in supplying said user with said at least one of said real-time messages, said processor being further adapted to:
- send said at least one real-time message to said user device for printing on said printing medium; and;
 - compensate said user in connection with said printing of said at least one real-time message on said printing medium.
91. (NEW) The system as in claim 89, wherein said first and second location are website locations on a network.
92. (NEW) The system as in claim 89, wherein said at least one of said plurality of content providers is an advertiser.
93. (NEW) The system as in claim 89, wherein said offline content includes newspapers, magazines, newsletters, billboards, radio, television, or other audio/video/textual/graphical pre-generated media.
94. (NEW) The system as in claim 89, wherein said processor is further adapted to: maintain an account for said user for receiving and managing said compensation.
95. (NEW) The system as in claim 89, wherein said compensation is redeemable rewards or points.
96. (NEW) The system as in claim 89, wherein said at least one of said plurality of content providers communicates with said processor to provide said updateable messages for storage in said database and to further award said user with a promotional compensation.
97. (NEW) The system as in claim 89, wherein said authorized goods include additional content.

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98. (NEW) A method of distributing targeted content to a user, said user having a specially formatted print medium and a partially complete offline message from at least one of a plurality of content providers, said method comprising the steps of:

defining a user profile database at a first location;

acquiring and storing information about said user's interests in said user profile database;

said user:

accessing at least one second location different from said first location and associated with at least one of said plurality of content providers;

in response to said user's access of said at least one second location, said at least one of said plurality of content providers;

accessing said user profile database for said user information;

generating a customized message for said user comprising said partially complete message and based on at least said user information;

forwarding said customized message to said user;

compensating said user for printing said customized message in predetermined areas of said specially formatted print medium.

99. (NEW) The method as in claim 98 furthering comprising said user redeeming said compensation for a good, service or a combination thereof.

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100. (NEW) The method as in claim 98, wherein said first and at least one second locations are website locations on said network.
101. (NEW) The method as in claim 98, wherein said at least one of said plurality of content providers includes an advertiser or an affiliate of said advertiser.
102. (NEW) The method as in claim 98, wherein said offline content includes newspapers, magazines, newsletters, billboards, radio, television, or other audio/video/textual/graphical pre-generated media.
103. (NEW) The method as in claim 98, wherein said processor is further adapted to: maintain an account for said user for receiving and managing said awarded compensation.
104. (NEW) The method as in claim 98, wherein said compensation is redeemable rewards or points.
105. (NEW) The method as in claim 98, wherein said authorized goods include additional content.